

ANALISIS TARIF PEMADU MODA *YOGYAKARTA INTERNATIONAL AIRPORT* BERDASARKAN *ABILITY TO PAY* DAN *WILLINGNESS TO PAY*

ABSTRAK

Meningkatnya jumlah penumpang pesawat Bandara Adi Sujipto setiap tahunnya menyebabkan Bandara Adi Sujipto tidak kondusif lagi dalam melayani aktivitas udara. Maka diperlukan bandara pengganti yaitu *Yogyakarta International Airport* yang berjarak ± 45 km dari pusat Kota Yogyakarta dan bus Damri Bandara sebagai moda transportasi penghubung. Namun pada kenyataan yang ada dilapangan adanya moda tersebut belum menarik minat masyarakat. Terlihat dari data *load factor* bus Damri yang terjadi pada bulan Maret hingga Agustus hanya sebesar 12,20% yang mengindikasikan bahwa ketertarikan masyarakat terhadap moda tersebut masih sangat rendah. Diperlukan beberapa kebijakan yang harus diperhatikan dan dipertimbangkan, termasuk diantaranya adalah penentuan tarif yang akan diberlakukan untuk mendorong masyarakat menggunakan kendaraan umum dan mengurangi penggunaan kendaraan pribadi termasuk mobil pribadi.

Maka dari itu penelitian ini bermaksud mengetahui besaran tarif bus Damri yang sesuai kemampuan pengguna jasa dengan mencari *Ability to Pay* menggunakan metode *Household Budget* dan pengukuran *Willingness to Pay* yang bertujuan mencari kemauan penumpang untuk membayar tarif transportasi yang digunakan dengan teknik *Stated Preference* agar mendapatkan preferensi pengguna kendaraan mobil pribadi yang belum pernah menggunakan bus Damri.

Hasil dari penelitian ini diperoleh nilai rata-rata *Ability to Pay* (ATP) responden sebesar Rp79.500 dan rata-rata *Ability to Pay* (ATP) keluarga sebesar Rp.103.550. Nilai rata-rata *Willingness to Pay* (WTP) untuk rute pool Damri – *YIA* sebesar Rp51.300,00 untuk kondisi baik, Rp43.750,00 kondisi eksisting, dan Rp37.250,00 kondisi kurang baik. Nilai rata-rata *Willingness to Pay* (WTP) untuk rute Hotel Limaran – *YIA* sebesar Rp46.050,00 untuk kondisi baik, Rp39.750,00 kondisi eksisting dan Rp33.500,00 kondisi kurang baik.

Kata kunci: *Yogyakarta International Airport*, Bus Damri, Tarif, ATP, WTP

***THE ANALYSIS OF SHUTTLE SERVICE TARIFF IN YOGYAKARTA
INTERNATIONAL AIRPORT BASED ON ABILITY TO PAY AND
WILLINGNESS TO PAY***

ABSTRACT

The increasing number of passengers on Adi Sujipto Airport every year has made Adi Sujipto Airport no longer conducive to serve in-flight service. Accordingly, Yogyakarta International Airport (hereafter YIA) is a replacement of the airport, which is ± 45 km from the center of Yogyakarta City by shuttle service transportation (Damri bus) as a liaison transportation modal. However, in reality, the existence of this alternative transportation has not attracted public interest. It is proved by data from the Damri bus *load factor* that occurred from March to August of only 12.20%, which indicates that civic's interest in this alternative transportation is still very low. It is required several policies that must be noticed and considered, one of them is the determination of rates that will be applied to encourage people to use public transportation and reduce the use of private vehicles including private cars.

Therefore this study intends to examine the amount of Damri bus rates that is based on the capabilities of service users by exploring for *Ability to Pay* using the *Household Budget* method and measuring *Willingness to Pay* which aims to find the willingness of passengers to pay the transportation rates with the *Stated Preference* technique to get the preferences of private car users who have never used the Damri bus.

The results of this study obtained an average value of the respondents *Ability to Pay* (ATP) of IDR 79,500 and the average family's *Ability to Pay* (ATP) is IDR 103,550. The average value of *Willingness to Pay* (WTP) for the Damri - YIA pool route is IDR 51,300.00 for good conditions, IDR 43,750.00 for existing conditions, and Rp37,250.00 in unfavorable conditions. The average value of *Willingness to Pay* (WTP) for the Limaran Hotel - YIA route is IDR 46,050.00 for good conditions, IDR 39,750.00 for existing conditions and IDR 33,500.00 for unfavorable conditions.

Keywords: *Yogyakarta International Airport*, the Damri bus, Rates, ATP, WTP